

REMARKS

The undersigned patent attorney, as well as representatives of the assignee of the present patent application (Steve Schultz and Jim Nadler), appreciate the time spent by Examiner Daniel Felten in meeting with us at his office on January 14, 2004. We felt that the discussion of the claims, in light of the prior art *Ray* and *Pitroda* references, was quite productive. The Applicants believe that the meaning of "electronic receipts", as well as the tangible results of the present invention, have now been clarified.

Applicants respectfully request further examination. Claims 1, 6 and 11 (and the dependent claims as well by implication) have been amended to clarify the present invention. Additionally, claims 16-26 have been added to further define the invention. Claims 1-26 remain pending in the application.

The Examiner rejects claims 1-15 under 35 U.S.C. §103(a) as being unpatentable over *Ray, et al.* (U.S. Patent No. 6,067,529) in view of *Pitroda* (U.S. Patent No. 5,884,271). Applicants respectfully traverse this rejection for at least the following reasons.

Ray describes a system in which a digital receipt is generated and, through the use of "gatekeeper" devices, can be delivered across a network to the buyer's wireless PDA, telephone, or similar portable device. *Pitroda* describes a system in which high-level transactions are stored on a universal electronic (UET) card carried by the user/buyer.

Applicants have amended independent claims 1, 6 and 11, and have added claims 16-26, to recite that an electronic sales receipt includes detailed information describing the items purchased. Such information includes, for example, the specific items purchased, as well as the price paid for each purchased item (see patent application, page 2, lines 15-18). Other details of the electronic sales receipt may include warranty information, details regarding user manuals, rebate information, recall information, accessory information, product return information, and

the like (see patent application, pages 15-18). Applicants have also amended the claims to clarify the various tangible results achieved through the claimed invention.

Neither *Ray* nor *Pitroda* disclose or suggest in any way the claimed invention. For example, neither *Ray* nor *Pitroda* disclose or suggest storing detailed electronic sales receipts in a centralized database for various sellers and various buyers, for later use. *Pitroda* discloses the storage of transactions on the so-called UET card carried by the buyer, but such transactions are not detailed. Rather, the information stored on the UET card is high level credit card-type information – subtotal, tip, transaction total, date and place of transaction, and the user's signature. (See *Pitroda*, column 3, lines 27-33). In contrast, the present claims define the storage of electronic sales receipts, wherein each item purchased and its price are listed in detail. This distinction is important, as the very limited information of the transaction stored in *Pitroda* does not allow for a buyer to later inquire or otherwise use item-level detail of the transaction, as claimed in the present invention.


Moreover, *Pitroda* discloses the storage of high-level transaction information in a UET card carried by the buyer. Thus, a buyer only carries transaction information for his/her own purchases. In contrast, the claimed invention stores detailed electronic sales receipt information in a centralized database, and the centralized database may store such information for transactions between a plurality of buyers purchasing from a plurality of sellers. Neither *Ray* nor *Pitroda* disclose or suggest anything like the claimed invention.

For these and other reasons, the Applicants believe that the claimed invention clearly distinguishes from the cited prior art. Allowance of the claims is therefore respectfully requested.

If the Examiner believes discussion of any issue would facilitate examination, the Examiner is invited to telephone Applicants' undersigned representative.

Respectfully Submitted,

NEEDLE & ROSENBERG, P.C.

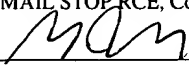


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26 JAN 2004
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